

# OUR NEW STYLE

The RFS has recently updated its branding to reflect a more modern, streamlined design, featuring the prominent 'RFS' and new distinctive markings.

As a Service, we are widely known simply as the RFS, so we recognised the need to modernise our style and logo to align with this identity. As we focus on new priority projects such as the next generation fleet and uniform review, we saw the opportunity to embrace a new branding.

After extensive research into visual identities, both nationally and internationally, we have updated our original chevron design to a dynamic battenburg pattern.

On vehicle markings we will use the new RFS red and lime along the top edge to improve visibility in low-light conditions, while the introduction of a key line design element distinguishes the RFS pattern from other emergency services.

The new RFS design resources, as they become available, can be found on One RFS.

To download logo packs, Word templates, PowerPoint templates, social media tiles, icons and the style guide, please go to [one.rfs.nsw.gov.au](http://one.rfs.nsw.gov.au).

For further enquires please contact the Communications team at [comms@rfs.nsw.gov.au](mailto:comms@rfs.nsw.gov.au).

